

## EDITORIAL TRACKS

### INSTRUMENTATION

Nobody covers the instrumentation industry like C&EN. Our team of reporters, many of whom are Ph.D. chemists, understand scientific instruments and the chemists who use them. Our coverage of the Top Instrument Companies provides a snapshot of the key business trends affecting the instrumentation industry. Our analysis delves deep into new technology and applications in the instrumentation world, from advancements in high-tech synthesis to the rapid developments in state-of-the-art microscopy and spectroscopy tools. Review our instrumentation-focused features below to find the right issue for your next campaign.

### INSTRUMENTATION FEATURES

#### Outlooks & Special Features

**FEB 15/22**  
C&EN TRAILBLAZERS

**JUL 26**  
GLOBAL TOP 50 CHEMICAL COMPANIES

**AUG 2**  
LAB SAFETY

**AUG 16/23**  
C&EN'S TALENTED 12

**NOV 15/22**  
10 START-UPS TO WATCH

**DEC 13/20**  
C&EN'S YEAR IN CHEMISTRY

#### Life Sciences

**MAR 1**  
DRUG DISCOVERY

**MAY 17**  
AGRICULTURAL SCIENCE

**JUNE 7**  
BIOPHARMACEUTICALS

**JUN 28**  
PHARMACEUTICAL OUTSOURCING

**AUG 30**  
CANNABIS CHEMISTRY

### KEY ACS JOURNALS

*Accounts of Chemical Research*  
*Analytical Chemistry*  
*Chemical Research in Toxicology*  
*Chemical Reviews*  
*Environmental Science & Technology*  
*Environmental Science*  
*& Technology Letters*

### KEY BONUS DISTRIBUTIONS

8th EuCheMs Chemistry Congress, ACI, ACS Spring Nat'l Mtg, AOCS, BioProcess Int'l West, Cannabis Science Conference, MRS, Pacifichem, Pittcon, TIDES

#### Analysis

**JUN 21**  
ENVIRONMENTAL ANALYSIS

**OCT 4**  
FOOD INGREDIENTS

#### Technology & Research

**MAR 29**  
AI AND THE LAB OF THE FUTURE

**APR 26**  
WATER TECHNOLOGY

**MAY 31**  
ADVANCES IN MASS SPECTROMETRY

**NOV 1**  
DIAGNOSTICS

**NOV 29**  
MATERIALS RESEARCH

#### Industries

**APR 12**  
ADVANCED MATERIALS

**MAY 3**  
HOME AND PERSONAL CARE

**DEC 6**  
YEAR IN PHARMA

*Journal of the American Chemical Society*  
*Journal of Agriculture & Food Chemistry*  
*Journal of Chemical Education*  
*Journal of Proteome Research*

## SEE OUR COVERAGE OF THE INSTRUMENTATION SPACE



A new generation of technologies being used for the diagnosis, treatment, and prevention of COVID-19 will be pressure tested amid a pandemic. [READ MORE](#)



See which chemical companies made our list, and which took the largest hit against their sales and profits. [READ MORE](#)



The presence of the probable carcinogen has prompted drugmakers to issue recall after recall. What risk does it pose? [READ MORE](#)

## FAST FACTS: UNDERSTANDING C&EN'S AUDIENCE

### WORK SECTOR | 70% of readers work in R&D

37%	ACADEMIA
23%	MANUFACTURING
20%	BIOTECH/PHARMA/CRO
11%	GOV'T/HOSPITAL/NON-PROFIT
5%	CONSULTING
4%	ENGINEERING

### TOP PRODUCTS | Our readers actively shop for industry products

63%	UV/VIS SPECTROSCOPY
58%	HPLC
51%	FTIR
47%	GC
42%	NMR SPECTROMETRY
41%	GC/MS
41%	MASS SPECTROMETRY
40%	WATER PURIFICATION
35%	CHROMATOGRAPHY DATA HANDLING

### TOP AREAS OF RESEARCH

29%	ENVIRONMENTAL/FOOD & AG
25%	ANALYTICAL
23%	MEDICINAL CHEMISTRY
21%	DRUG DISCOVERY/DEVELOPMENT
18%	PLASTICS/POLYMERS/COATINGS
10%	ENERGY & FUELS

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